

FASHION
SHOP
LAUGH
FRIENDS
FUN



ladies'
NIGHT OUT

Girls just wanna have fun

*Schauer Arts & Activities Center
Thursday, September 15, 2011
4:00pm-9:30pm*

Hosted by:
DAILY NEWS
Washington County's Daily Newspaper



www.gmtoday.com/ladiesnightout

ladies' NIGHT OUT

Girls just wanna have fun

Thursday, September 15, 2011

Schauer Arts & Activities Center
147 N. Rural St., Hartford, WI

Take part in this year's premiere event for women. **Ladies' Night Out** will provide you with an opportunity to brand your products and services directly to women in and around Washington County.

Ladies' Night Out offers women an evening to shop the local vendors, a fashion show with the latest fall collection and a special comedic performance to end the night.

Don't miss out on this unique marketing opportunity to interact with new customers and increase your future sales!

SHOW HOURS: 4:00pm - 9:30pm

PACKAGE PRICES:

Stiletto: \$700 (*\$1,070 value*)
Full Page ad in the SUNDAY POST

Sandal: \$245 (*\$310 value*)
Quarter Page ad in the SUNDAY POST

Pump: \$405 (*\$570 value*)
Half Page ad in the SUNDAY POST

Ballet: \$165 (*\$190 value*)
Eighth Page ad in the SUNDAY POST

Each Package Above Includes:

Your ad will publish in the **Ladies' Night Out** section in the Sunday Post on September 11
Name inclusion in **Ladies' Night Out** ad that will publish in the Daily News on September 13

10'x10' Booth with standard booth drapes

(1) 8' table with skirting and (2) chairs

(2) Exhibitor passes*

Name inclusion in event program

You provide:

Door Prize valued at minimum \$25 (required)**

Opportunity to place promotional item in gift bags (optional)***

A LA CARTE:

Ad only

Full page.....\$630
Half page\$335
Quarter page\$175
Eighth page\$95

Extra/Other

Electricity\$30
Upgrade booth size\$85 (limited)
Gift Bag Stuffer only\$50
Add'l Exhibitor pass\$10

Sponsorship opportunities available. Contact your advertising consultant or Melissa Dietrich at 262-364-8827 for details.

PACKAGE, AD & BOOTH COMMITMENT: *Friday, August 12*

PAYMENT INFORMATION:

Payment is due in full with completed contract. Space not paid in full will be released. No refunds. No-shows will be charged full rates.

Priority booth placement will be given in order registrations are received. Registrations will be accepted on a first-come, first-served basis. Your registration form with payment is your reservation. The DAILY NEWS reserves the right to make changes as deemed necessary.

SPECIAL GUIDELINES/DEADLINES:

* Exhibitor pass holders are not eligible to receive gift bags.

**Door Prize need to be received by Friday, September 2, 2011 to the DAILY NEWS, 100 S. Ave., West Bend, WI 53095. Please have door prize presentable with your logo or business card visible. All prizes will be on display.

***Gift bag stuffer can be a promotional item (example: chip clip, key chain, pen) or flyer that must be an offer. Minimum size flyer accepted is a half sheet paper (8.5"x5.5"). No business cards accepted, unless stapled to flyer. Must provide 500 items. Gift Bag stuffer must be mailed or dropped off by Friday, September 2, 2011 to the DAILY NEWS, 100 S. Ave., West Bend, WI 53095.

MOVE IN & OUT:

Exhibitor Move-In: Thursday, September 15 between Noon and 3:30pm.
All booths must be completely set up and ready for display by 4:00pm.

Exhibitor Move-Out: Thursday, September 15 after intermission between the fashion show and comedie act. **A \$50 early move-out penalty will be charged if exhibitor tears down prior to designated move-out time.**

PR AND ADVERTISING EFFORTS:

Special pages will be published Sunday, September 11 in the WASHINGTON COUNTY SUNDAY POST. Additional advertising promoting the show will appear in the DAILY NEWS, TIMES PRESS, OZAUKEE GUIDE, NEWS GRAPHIC, WAUKESHA FREEMAN, OCONOMOWOC ENTERPRISE, M MAGAZINE and GMTODAY.COM.
Posters will be distributed throughout the area.

EXHIBITOR KIT:

A complete packet of information containing booth assignment, complimentary tickets and floor plan will be mailed on or before August 26, 2011.

Space is limited for this show.

**To reserve your booth space or become a sponsor,
contact your DAILY NEWS advertising consultant or
Melissa Dietrich at (262) 364-8827 or mdietrich@conley.net.**

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C O N T R A C T

Thursday, September 15, 2011

Schauer Arts & Activities Center

147 N. Rural St., Hartford, WI

Deadline to reserve space is Friday, August 12

PLEASE PRINT OR TYPE:

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Contact name: _____

E-mail: _____

Signature: _____ Date: _____

CHECK ALL THAT APPLY:

Packages:

Stiletto \$700

Pump \$405

Sandal \$245

Ballet \$165

Extra/Other:

Electricity \$30

Upgrade booth size (limited) \$85

Add'l Exhibitor pass* \$10

Gift Bag Stuffer ONLY \$50

Ad Space Only:

Full Page \$630

Half Page \$335

Quarter Page \$175

Eighth Page \$95

Gift Bag Stuffer: (must circle one) YES NO

My Item is _____

(Optional. Must provide 500 items)***

Door Prize is _____

(Required by all exhibitors, minimum value \$25)**

Door prizes and Gift Bag stuffers must be dropped off or mailed to the DAILY NEWS, 100 S. Ave., West Bend, WI 53095, no later than Friday, September 2, 2011.

METHOD OF PAYMENT:

Check enclosed (Make payable to Conley Media)

Charge my Mastercard/Visa/AMEX (circle one)

TOTAL: \$ _____

Card number _____ Expiration: _____ Sec. Code: _____

(Signature of cardholder) _____

RETURN CONTRACT WITH PAYMENT TO:

MELISSA DIETRICH • 55 E. Sumner Street, Hartford, WI 53027

Ph: (262) 364-8827 | Fax: (262) 670-6689 | E-mail: mdietch@conley.net.com

*Please complete Wisconsin Temporary Event Operator and Seller Information.

DAILY NEWS

Washington County's Daily Newspaper

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